

ABSTRACT

An online interactive system comprising a business referral and income generation system linked to one or more listed web sites of businesses in a particular locality or geographical area. Revenue is generated by way of such methods as: Merchants listing their web sites in one or more web site directories for multiple communities; banner ads; local and national coupons issued by merchants; classified job listings; classified realty listings; "4 Sale" ads; and fees for supplemental services called "Extended Services" serving to provide interactive capabilities to static web sites. The system enables quicker and substantially automated and on-line self-posting, design, selection, updating and payment for listings, ads and coupons, among other things.